

Skills

User Interface Design	User Research	Interaction Design	Wireframing
Usability Testing	UX Strategy	Information Architecture	Project Management

Experience

[Urth](#), Irvine, CA

Product Designer (Contract), 10/2020-Present

- Designing an MVP for an early-stage startup in the social media space.
- Worked on an end-to-end design from Ideation, UI flow to Wireframing & Prototyping
- Built a design system to allow the team to design more efficiently and consistently

Key technologies used: User Interface Design/Figma & Adobe XD, Wireframing/ Figma & Adobe XD, Prototyping/ Figma & Adobe XD

[Crowned Marketing](#), West Palm Beach, FL

Product Designer (Contract), 07/2020-09/2020

- Redesigned the functionalities for IOTrace (IoT enabled shipment tracker software) dashboard through research, validation, and iteration
- Created user flows, screen mockups, wireframes, Prototypes and high-fidelity interfaces using UI style guides.

Key technologies used: User Interface Design/Adobe XD, Wireframing/ In Vision, Prototyping/ HTML, CSS, JavaScript

[Outschool](#), San Francisco, CA

Product Designer (Contract), 04/2020-07/2020

- Reduced the teacher's drop-off rate from 70% to 30% in 4 months by redesigning the onboarding experience
- Collaborated with operations, engineering and design team to complete the product design and information architecture in an efficient and timely manner

Key technologies used: User Interface Design/Figma, Wireframing/ Invision, Prototyping/Framer.js, Collaborative Working/Jira

[Craft](#), San Francisco, CA

Product Designer (Contract), 01/2020-03/2020

- Increased user retention of salespeople by 8% in 6 months by redesigning the craft feed experience
- Performed extensive user research to validate the use case of building a responsive web page of feeds for B2B salespeople to provide time-sensitive data

Key technologies used: User Journey Map, User Research, User Interface Design/Figma, Responsive Design, Prototyping/Principle

[Lisa Health](#), San Francisco, CA

Product Designer (Contract), 07/2019-12/2019

- Achieved the click-through rate of 2% on the Call-to-action button by redesigning the dashboard page

- Activation rate doubled from 3 to 6 out of 10 women on the platform by designing interface based upon usability testing

Key technologies used: Accessibility Design, User Interface Design/Sketch, Usability Testing, Prototyping/Principle

[Chemspire Ingredients](#), New Jersey

Product Designer (Contract), 01/2019-07/2019

- Increased the user acquisition rate by 77.4% by redesigning the website
- Developed the website using HTML/CSS/JavaScript

[Axis bank](#), India

Investment Advisor, 06/2017-12/2018

- Researched, designed, and tested the investment portfolio screen to optimize the user experience
- Designed and led ethnographic research to build an investment platform and connected it to the online banking platform

[HDFC bank](#), India

Investment Advisor, 05/2015-05/2017

- Managed the investment portfolio of clients worth 100 million, maintaining strong relationships to increase their satisfaction and the sale of products and services
- Top achiever in Client Acquisition & Retention

[Yes bank](#), India

Product Design, 05/2014-09/2014

- Designed two mobile applications in the Payment sector: Railway ticketing and Kids piggy banking application
- In-depth Market Research for a new product launch, conducted field research using qualitative techniques like Focus groups, IDGs and decoding the collected data for appropriate implementation, conceptualization and execution of the product.

Education

MBA-Business Design ,2013 – 2015, Welingkar Institute of Management, India

Bachelor of Engineering Computer-Science, 2009-2013, Walchand College of Engineering, India

Certification

MIT Media Labs | Design Innovation Workshop 2014